



Register now for local foods marketing seminar

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MADISON – Get ready to improve the way you market your farm or local food business. The Buy Local, Buy Wisconsin Local Food Business Seminar Series continues in the New Year with marketing seminars scheduled from Jan. 5 to 8 around Wisconsin. Learn from local food marketing professionals at one of these seminars hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) and a number of industry partners.

On the agenda:

- Tera Johnson with the UW Extension Food Finance Institute and the Founder of tera'swhey®, a Madison-based company that supplies whey protein powders made from Wisconsin-produced milk. Johnson will talk about strategic marketing, target marketing, market-based pricing and branding.
- Melissa Pahl, marketing consultant and social media manager at Twenty Marketing, will talk about using social media as part of your communications plan.
- Information about trademarking.

This is what participants said about last year's marketing seminar:

- "Very beneficial overview of a sustainable local food business and how to make one."
- "Very realistic approach."
- "The lesson was great, but the networking was just as important."
- "Real-world examples of what other businesses have done. This is rare for workshops but very helpful."

The seminars will be in Waukesha on Jan. 5, Stevens Point on Jan. 6 and Madison on Jan. 8. You need only attend one seminar – choose the location most convenient for you. The three seminars will take place from 9 a.m. to 3 p.m. Check-in begins at 8:45 a.m. at each location.

The cost is \$15 for the first person from each business or organization and \$10 for additional members from the same party. Active Something Special *from* Wisconsin™ members get a \$5 discount. The cost of registration includes lunch.

See the exact locations of the seminar sites, read a complete agenda or register online at http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops.

The Madison seminar will be available online as a free webinar.

To request a link to watch the webinar, or if you have other questions, contact DATCP's Kietra Olson at (608) 224-5112 or Kietra.olson@wisconsin.gov.

The Local Food Business Seminar Series includes three more seminars scheduled through March. Each seminar will take place in Waukesha, Stevens Point and Madison. The next in the series is the "Knowing your Buyer" seminar scheduled from Feb. 9 to Feb. 12.

The Buy Local, Buy Wisconsin program provides many resources for local farms and agribusinesses. Learn more at http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/.